

CALIFORNIA CHILDREN & FAMILIES COMMISSION

**February 20-21, 2003
Hilton Burbank Airport
2500 North Hollywood Ave.
Burbank, CA 91505**

Agenda Item 1 -- Call to Order.

- The meeting was called to order by Commissioner Belshé at 9:15 a.m.

Agenda Item 2 -- Roll Call.

- Present were Commissioners Kim Belshé, Louis Vismara, Sandra Gutierrez, Ex-Officio -- Genie Chough, Elizabeth Rice Grossman, Karen Hill Scott and Chair Reiner.

Agenda Item 3 -- Approval of Minutes, November 21, 2002 State Commission Meeting.

- Commissioners expressed concern over the lack of sufficient detail in the minutes with respect to the discussion sections of agenda items.
- Commissioner Belshé requested that the discussion around the state budget be modified to be more explicit about the Commission's interest in exploring concrete opportunities to be of assistance.
- Commissioner Vismara suggested that Commissioners email specific questions to staff. Commissioner Vismara requested that comments on services provided on page 21 be modified to specifically include programs for infant preschool families mental health initiative. It should be noted that 1,670 children were served by the Early Mental Health Initiative in 2001-02.
- Commissioner Rice Grossman requested that commissioners receive a draft of the minutes before they are finalized.
- Jane Henderson informed the Commission on the details of minutes preparation, including the fact that highlights of the Commission meeting are posted on the Commission's website shortly after each meeting.
- Elizabeth Rice Grossman volunteered to review the draft of the minutes.

Action by Commission: The vote to approve the minutes passed unanimously.

Agenda Item 4 – Kit for New Parents Language Adaptation

- Nicole Kasabian Evans presented this action item.
- SUMMARY OF REQUEST:
 - This request is for \$2.2M to contract with tmd group, inc. to develop the Kit for New Parents in the Chinese, Vietnamese and Korean languages for the period of March 2003 to March 2005.
- BACKGROUND/HISTORY:
 - At the October 2002 Commission meeting, Commissioners provided staff with the authorization to release a Request for Proposals (RFP) to adapt the Kit for New Parents in Chinese (both Cantonese and Mandarin dialects), Vietnamese and Korean. The RFP was released in November 2002 and proposals were received in January 2003. Proposals were reviewed and the Intent to Award was announced on February 10, 2003.
- PROPOSAL:
 - After conducting a competitive bid process, tmd group, inc. was selected as the winning bidder. The contractor has assembled a team of subcontractors to assist with assessing, testing and developing the Kit for New Parents in Chinese, Korean and Vietnamese.
 - Scope of work:
 - Assess, test and develop the Kit for New Parents in Chinese, Korean and Vietnamese. Work requires the contractor to:
 - Provide an assessment of the current Kit materials, providing recommendations on how to adapt each of the materials for each language/cultural group.
 - Appropriate content from a cultural perspective
 - Appropriate formats for materials to be most responsive from a linguistic and cultural perspective
 - Design modifications to the materials to ensure the look and feel of the materials are responsive to the target populations
 - Demonstrate how the recommendations have been reviewed by content experts and community leaders
 - Identification of an appropriate baby book
 - Provide a timeline for completion
 - Develop linguistically and culturally appropriate materials that reflect the aforementioned assessment, as it is approved by CCFC.

- Conduct focus group testing and peer reviews of all materials with community members and content experts. A report on those findings will be provided when materials are submitted to CCFC for review.
- Provide an English back translation from an independent source of all materials for review and approval.
- Provide recommended quantities in each language and with a distribution strategy to ensure the Kits reach the targeted communities.
- Provide camera-ready artwork and/or electronic files of all approved print materials and master tapes of all approved video production.
- The successful bidder should expect to oversee all aspects of the production process for all printed materials.
- On an ongoing basis, the contractor may be asked to provide CCFC with advice and assistance on other translation needs, including ongoing Kit content modifications.

Discussion:

- Commissioner Gutierrez was informed that 3 bids were received for this project. Commissioner Gutierrez was informed that the scope of work of the tmd group included the need to determine the final number of kits that will be distributed to the Asian population.
- Commissioner Belshé asked how the budget was determined if the production number was as yet undetermined. Ms. Kasabian Evans informed the Commission that Don Taylor's work provided numbers based on birthrate data. Joe Munso stated that the final number would be in the 50,000 kit range. Mr. Munso explained that the relatively high cost involved in the project is due to video master production as compared to tape production.
- Commissioner Vismara asked for clarification on the decision process leading to the re-shooting of all 6 videos and would the videos need to be re-shot for new populations. Nicole Kasabian Evans informed the Commission that the cost of shooting the videos is \$1.3M and the cost of dubbing the videos is \$1.175m.
- Commissioner Vismara asked if the process could be approved without approving the contractor. Joe Munso explained that this contractor was chosen through a competitive process and staff is recommending them for the project. Mr. Munso informed the Commission that staff will verify the costs of the different methods.
- Commissioner Belshé stated that the desire to develop a product that will be most effective in reaching the target populations is shared by all parties involved and staff should continue their discussions with the contractor in that light.

- Commissioner Gutierrez stated that members of the Advisory Committee on Diversity, in helping shape this portion of the project, expressed concern over dubbing.
- Nicole Kasabian Evans informed the Commission that staff felt it was important to maintain the level of video production quality already attained in the English and Spanish videos.

Action by Commission: The vote to approve this action item passed unanimously.

Agenda Item 5 – Purpose, Context, and Overview of Planning Session

The planning session portion of the meeting was opened by Executive Director Jane Henderson, who reviewed the key accomplishments of the State and local commissions as a prelude to the discussions of the next day and a half:

To improve the Early Care and Education of our young children:

- The Commission has over 110-school readiness programs in process in over 40 counties.
- The School Readiness Initiative is being implemented in communities where over 800,000 children ages 0-5 reside, the majority of which are Latino.
- The Commission has assisted through its retention/incentive program, in partnership with the county commissions, in helping early care and education professionals remain in this critical field and improve their professional development to ensure high quality care around the state. In 2001-02 over 13,000 people participated in the program.
- The Commission invested in the Early Steps to Reading Success program that provided training to over 71,000 parents and providers through innovative means of video conferencing and hands on training.
- The Commission is providing training and technical assistance to 370 Child Development Centers and 900 families care providers to assist them in becoming accredited.

To address children's health issues:

- CCFC financed the expansion of the Early Mental Health Initiative that has provided or facilitated services for over 4,400 children and their families.
- The Commission financed the Childhood Asthma Demonstration Project that is testing new and innovative services to help diagnose and manage asthma in children 0-5.
- The Commission has implemented the Health Linkages program to provide child health care consultative services in 21 counties to child care facilities and providers.

- The Commission has supplemented the California Smoker's Help line to assist in providing tobacco cessation services to parents and caregivers of young children.

To address the need for Parent and Community Education:

- The Commission has implemented an award winning media campaign that has reached over 99 percent of the target audiences for TV and over 77 percent for radio for both general market as well as the Spanish language audiences.
- There is now a 75 percent recall in the general public of the importance of the early years.
- The Commission has in place agreements with over 150 community organizations to complete the outreach strategy of media, free media, and community outreach to ensure that the message of the importance of the early years is being reinforced through all means of communication.
- The Commission has distributed over 550,000 New Parent Kits – The Commission is also in the process of procuring a new vendor for distribution, as well as creating the Kit in Asian languages.

The Commission has also played a role in major policy development:

- Assisted in the crafting of the Pre-K portion of the State Master Plan for Education, which is serving, and will serve, as the foundation for many major policy changes in California. In fact, the Legislature has introduced a School Readiness Omnibus Bill to implement the major recommendations from the plan
- Were major sponsors of the family leave bill that was signed into law last year.

County Commissions address local needs:

- The county partners have implemented a vast array of services and supports to families and young children in their communities that did not exist before Proposition 10. The CCFC annual report provides a summary of these local solutions for local needs. Many of the county Commission are also driving local and state policy around the expansion of health coverage to children that do not currently qualify for other publicly funded programs as well as looking at how to play a role in the move to provide universal pre- school programs to children in their communities.

Accountability:

- The Commission has in place a very comprehensive evaluation system that will allow looking at the impact of Proposition 10 statewide. In the coming years there will be much more data and information to gauge the impact of Proposition 10 statewide.

In looking forward over the next two days, the Commission will be furthering the vision of Proposition 10 by:

- Implementing the focus areas:
 - Oral Health
 - Children with Disabilities and Special Needs and Mental Health
 - Informal Care
 - Migrant and Seasonal Farm workers
- Continued rollout of our School Readiness Initiative.
- The next phase of the media campaign.
- The next phase of advocacy and public engagement.
- The development of potential new initiatives.
- Development of the Research Agenda.

There are challenges facing the Commission as well:

- The State Budget and the diminishing of the basic infrastructures supporting children's programs.
- The issue of "backfill" vs. "no backfill" (of Proposition 10 funds if any new tobacco tax is enacted).
- The need to look at current dollars to invest for future program needs.
- The ultimate effect of any Tobacco Tax increase on revenues.
- Ms. Henderson reiterated that all of the work is also based on the growing diversity of Californians.

Dr. Henderson and staff were recognized for their tireless efforts on the various Commission projects.

Dr. Henderson explained that initially the Commission responded to funding opportunities that presented themselves. Over time it began to fund more strategically, leveraging new opportunities rather than responding to existing ones. The 2003-06 planning documents, presented by staff, were organized around CCFC's key goals, rather than its functions, to encourage a planning process that will align CCFC's functions with its goals.

Dr. Henderson and Chief Deputy Director Joe Munso then led Commissioners through a review of the Commission's Draft Strategic Plan for 2003-06.

Discussion:

- Commissioner Vismara asked how staff is evaluating programs like the Health Linkages program in terms of implementation and efficacy. This type of feedback would be helpful to the Commission in terms of planning. Commissioner Vismara asked staff to address the public engagement component of the School Readiness Initiative, e.g., how is it being "sold" to the public. Commissioner Vismara noted that he has never seen data on how many children are being home schooled. Commissioner

Vismara stated that the Strategic Plan should emphasize the need to have schools ready for children and a need to link school readiness with parental education. Jane Henderson informed the Commission that there is a place in the current agenda for discussing many of the above comments.

- Commissioner Gutierrez asked how the integration of the Health Linkages and Asthma programs into school readiness is proceeding. Commissioner Gutierrez noted that page 15 of the strategic plan, where it reads “Ensure Technical Assistance is available for County Commissions and other partners”, a bullet should be added that relates to technical assistance on the implementation of the equity principles. Commissioner Gutierrez commented the discussion of advocacy should include more than simply legislative work. It should include collaboration with parents and coalitions. Jane Henderson stated that the strategic plan is designed to address these types of issues.
- Commissioner Hill-Scott encouraged the Commission to reconsider the nexus of health to school readiness, particularly around the area of early identification of problems with health and development that will impact school performance. That may require changes in project priorities.
- Jane Henderson stated that the development of the Master Plan for Education was absolutely key to helping develop the strategic plan. Developmental assessments of young children is considered in the strategic plan.

Agenda Item 6 – California Children and Families Association Report

- Mark Friedman, President of the CCAFA, presented recommendations for the Commission’s consideration in setting investment priorities for the next three years. Stating that a robust state-county partnership is the key to success of First 5 programs, Mr. Friedman recommended the following on behalf of CCAFA:
- School Readiness Initiative
 - The School Readiness Initiative is the statewide priority for CCAFA. This initiative, through which more than 100 sites are currently in operation, represents a successful model of state- local partnership that builds on local strategy development, local partnerships, state guidelines, and statewide effort.
 - Several continuing and emerging issues are related to the School Readiness Initiative:
 - Potential changes in the state child care system point to the need for greater focus on quality of child care. Usage of informal child care is likely to increase with fiscal cutbacks to state funded programs.
 - There is growing county interest in universal access to preschool initiatives.

- The lack of a stable, trained child care workforce looms large.
 - The lack of facilities remains a major barrier in almost every county.
 - Continued base School Readiness funding is essential to maintaining strong local partnerships.
- Access to Health Care.
- Counties have:
 - Need for ongoing technical assistance and support to promote the development of county-wide universal health initiatives.
 - Interest in strategies to improve access to health care, even if short of universal coverage, for all children.
 - Strong support for continued early mental health funding for the special needs initiative, and continued state- local partnership in the effort to improve child oral health.
- Family Support
 - Strength-based family support strategies are key components of many county plans. Counties support the State Commission's continued partnership with private funders to promote and enhance family support strategies.
 - CCAFA also supports implementation of a statewide 2-1-1 information and referral system that maximizes its value to families of young children.
- Migrant and Seasonal Farm Worker Families
 - Families who rely on seasonal farm work live in nearly every county.
 - CCAFA supports immediate development of this priority area to address the specific needs of these families.
 - County commissions want to assist in the development of this initiative and offered their local expertise.
- Kit for New Parents
 - Counties have made excellent use of the Kit for New Parents. The tremendous take- up rate reflects well on the joint efforts of state and local commissions.
 - County commissions hope for continued improvement in coordination to assure a steady supply of Kits and complementary use of state and local resources.
- Advocacy and Outreach
 - State and local commissions are working together to protect and extend the Proposition 10 vision. Both bring tremendous strengths to the advocacy table.
 - CCAFA supports joint efforts to "tell the First 5 story."
 - County commissions hope for ongoing coordination in education efforts, materials development, and outreach.

- Maintaining the Proposition 10 Vision
 - County commissions appreciate the current State Commission support for small population counties. CCAFA will work with the State Commission to find ways to continue support for small counties.
- Growing Partnership Between CCFC and CCAFA
 - The working relationship between the State Commission and CCAFA has proven to be highly productive.
 - CCAFA is currently planning for the new State Commission-funded regional technical assistance program.
 - CCAFA hopes to continue to be of help in overcoming state staffing and contracting barriers to move the mutual agenda forward.

Commissioners agreed that the close state and local commission relationship must continue to put in place programs that can be built on when the state's economy improves.

Discussion:

- Chairman Reiner recognized the need for a continued close relationship between the state and local commissions. Chairman Reiner stated that now more than ever the two bodies need to work together. Preschool, healthcare and advocacy were emphasized as top priorities for the commissions.
- Commissioner Gutierrez inquired about the progress of the branding of First 5 and also what kind of work has been done at the county level to make parents more aware of what we mean by school readiness. Mr. Friedman stated that over 30 counties have adopted the First 5 logo and he expects that all counties will adopt it ultimately. Mr. Friedman informed the Commission that many counties have active parent advisory groups that provide feedback on county projects. Mr. Friedman reported that his county has received very positive feedback through surveys.
- Commissioner Vismara noted that Senator John Burton has introduced legislation that would require all employers to provide health insurance benefits for employees.
- Ex-Officio Chough asked Mr. Friedman what he thought would be an appropriate role for the State Commission to play with respect to universal health coverage. Karen Blinstrub responded by informing the Commission that "silo-ing" should be avoided. Ms. Blinstrub suggested the Commission use its money to provide health insurance for children 0-5 years of age. Mr. Friedman suggested the Commission look to the media campaign to spread the message of the Commission regarding universal access to healthcare. Mr. Friedman suggested the Commission contract with one of the leading counties on the issue of universal access to healthcare to train other counties. Mr. Friedman proposed the Commission use the funds it has identified as available for assisting children impacted by the current budget deficit to incentivize healthcare coverage within the counties.

- Commissioner Belshé asked to what degree the foundations have provided assistance. Karen Blinstrub informed the Commission that the foundations have been very supportive, especially on the development of infrastructure. Foundations are waiting to see if there are matching funds available from the state and local commissions.
- Rafael Lopez stated that Santa Cruz County has dedicated its majority funding to the universal healthcare initiative. This would guarantee access to healthcare for every child 0-5 years of age. The county has partners that would cover children 6-18 years of age. The county has used grants from the Packard Foundation to do infrastructure and technical assistance development. There is some difficulty coordinating each of the different funding sources. Mr. Lopez informed the Commission that it could be useful in facilitating collaboration with the various agencies. Another specific recommendation for the Commission involves the oral health initiative. Mr. Lopez suggested a strong oral health initiative within the universal healthcare initiative.
- Karen Blinstrub stated that Santa Clara County has been asked by 19 counties to consult on universal healthcare. There are matching federal dollars if the children have MediCal or Healthy Kids participants.
- Chairman Reiner expressed strong support for the notion of the State Commission bringing the various agencies together to achieve universal healthcare.

Public Comment:

- Kathy Stafford, Yolo County, emphasized the importance of involving parents on all levels of advocacy.
- Donita Stromgren, California Child Care Resource and Referral Network encouraged the Commission to participate in advocacy issues. Ms. Stromgren informed the Commission that 443,000 children in child care will be affected by job cuts in child development programs that will be effective July 1.

Agenda Item 7 – Current Investments and Fiscal Status

- Chief Deputy Director Joe Munso presented information regarding the Commission's potential financial condition through fiscal year 2008-09, with a major focus of the discussion centering on a proposed new tobacco tax, which is currently proposed at \$1.10 commencing in 2003-04. A summary of current investments and projected revenues was also presented and discussed.

Discussion:

- Chairman Reiner asked Mr. Munso for information on the status of the discussions on any potential backfill. Mr. Munso informed the Commissions that there have been minimal discussions in the Legislature on the backfill and on

tobacco tax increase. Staff plans to continue to monitor this issue. The Governor's proposal is currently \$1.10. The Federal Government may be proposing a \$2.00 tax.

- Commissioner Vismara asked for a confidence level on the data presented. Mr. Munso informed the Commission that the model was tested to within 1%. The new model allows for current demographic information.
- Commissioner Belshé noted that if the smoking prevalence rates, based on year 2000 data, showed a reduction, it would have implications for the above forecast. Mr. Munso stated that the biggest adjustment would occur in years 2003/2004 and 2004/2005 after which it begin to flatten out. At some point increased taxes are expected to drive tobacco purchases to non-traditional venues.
- Commissioner Vismara inquired about internet vendors of cigarettes. Joe Munso informed the Commission that internet vendors are required to report to the state on sales, but that the law is not enforced at the federal level.
- Commissioner Gutierrez requested an update on early Commission projects that received matching funds from the Department of Education and others. Mr. Munso informed her that some Department of Education funds still remain, the Compensation and Retention Initiative matching funding is no longer available. The Accreditation funding has ended. The infrastructure for Early Step to Reading Success no longer exists. Jane Henderson stated that all of the money that had previously been matching funds from the Department of Education would all be folded into realignment if realignment goes through.

Agenda Item 8 – Vision Statement and Goals of the Draft Strategic Plan

- The following “School Readiness Vision Statement” and “Goals for Achieving the School Readiness Vision” were unanimously adopted by the Commission:
- Vision: All young children in the State of California enter school physically and emotionally healthy, learning and ready to achieve their greatest potential.
- Goals:
 - Early Childhood Learning and Education: Increase the quality of and access to early learning and education for young children aged 0-5.
 - Early Childhood Health: Promote the prevention, early identification of and intervention in health and development issues.
 - Parent and Community Education: Provide information and tools to parents, families and communities on the importance of early learning experiences for children 0-5 and their families.
 - Tobacco Cessation: Contribute to the decrease in the use of tobacco products by pregnant women, parents and caregivers of young children.

Discussion:

- Discussion centered on how to align the Commission's program, research, media/public education, and advocacy activities to specific objectives related to each goal.
- Several commissioners voiced support for increased attention to advocacy activities – including community organizing strategies – to mobilize parent support for CCFC objectives. Chair Reiner suggested this could be a natural collaboration between the state and counties. Kathy Stafford, Executive Director of the Yolo Commission, described the civic engagement project that several counties have implemented. It has mobilized parents, trained them in advocacy skills, and made them aware of advocacy opportunities. Karen Blinstrub pointed out that this is a model the State Commission could fund on a statewide basis.
- There was a brief discussion on the wording of the goals. It was agreed that the goals are broad and the strategies for achieving these goals will be more specific in nature. Advocacy and policy implementation is included in all of the goals. It was stated that the word developmental incorporates all aspects of a child's development, e.g., social, emotional, physical and cognitive.

Action by Commission: The motion to approve the above item passed unanimously.

Acknowledgement of the work of Commissioner Karen Hill-Scott:

- Chair Reiner read a statement of appreciation from the Chair and Vice Chairs of the Joint Committee on the Development of a Master Plan for Education. Chair Reiner offered his own words of appreciation for everything Karen Hill-Scott has contributed to the work of the Commission and awarded Ms. Hill-Scott a plaque in recognition of her service to the Commission.
- Commissioner Hill-Scott expressed her appreciation for the acknowledgements and related to the Commission how much she had enjoyed her service.

Agenda Item 9 – Objectives and Strategies of Draft Strategic Plan

Jane Henderson presented this item.

Commissioners were presented with the following “Objectives” associated with the “Goals” (above) from the Draft Strategic Plan:

1. Early Learning and Education
 - 1.1 Increase early literacy
 - 1.2 Improve the quality of care giving through training, development and retention
 - 1.3 Expand education and care services for children with special needs
 - 1.4 Establish a network of school readiness programs and centers in all 58 counties
 - 1.5 Support the development of a statewide system which provides universal access

to preschool

2. Early Childhood Health
 - 2.1 Increase the quality of and access to early and periodic health and developmental assessments to improve the early identification of and intervention for children with disabilities and special needs, including social-emotional needs
 - 2.2 Promote oral health and prevent the incidence of early childhood caries
 - 2.3 Improve the quality of health services for young children through training of professionals and para-professionals
 - 2.4 Increase access to quality health services for children 0-5
3. Parent and Community Education
 - 3.1 Improve the quality of and access to parent education
 - 3.2 Implement and manage a community education program
4. Tobacco Cessation
 - 4.1 Educate pregnant women, parents and caregivers on the dangers of smoking and second-hand smoke
 - 4.2 Increase tobacco cessation services to pregnant women, parents and caregivers
 - Proposed strategies (in the areas of programs, primary and applied research, media and public education, and advocacy) for achieving these objectives were also discussed and will be refined, based on direction provided by the Commission. (The draft strategies can be reviewed/downloaded from the Commission's website at www.ccfc.ca.gov.)

Discussion:

- Commissioner Belshé asked to what degree the objectives will need to be revisited. Jane Henderson informed the Commission that all will need to be revisited periodically.
- Commissioner Belshé stated that increasing early literacy is something that will be advanced through other major initiatives, but it may not have to be a stand alone objective. Chair Reiner agreed.
- Commissioner Vismara, on the topic of research, requested that during this meeting, the goals and objectives of the research supported by the Commission be clearly identified.
- Commissioner Belshé suggested that the Commission think about research as it relates to internal Commission needs as well as external needs. Internal needs are evaluating important investments made by the Commission and informing the set priorities. External needs are defining the principle policy objectives, defining what the Commission wants to advance and determining what gaps exist where the Commission may be most useful in advancing those concepts.

- Commissioner Belshé stated that it is important to determine if the Commission can be effective in advancing a particular concept/policy.
- Commissioner Vismara asked if advocacy includes policy. Jane Henderson replied yes that it does.
- Chair Reiner asked for a status update on the migrant seasonal farm worker initiative. Jane Henderson informed the Commission that staff is working with a group of county executive directors on this project. Staff has met recently to discuss options for proceeding. Once priorities have been set, staff will call a meeting of the county executives to make some decisions on direction. The initiative will be back before the Commission for approval in July.
- Objective 1.2
 - Commissioner Gutierrez asked if low performing schools defined the service area for the initiatives funded. Jane Henderson informed the Commission that most of the programs were established before the development of the school readiness initiative. The programs will need to be modified to reflect the school readiness objectives and communities.
 - Commissioner Gutierrez suggested research and advocacy work be done around universal access to preschool and school readiness programs.
- Objective 1.3
 - Commissioner Vismara suggested research could be conducted in the area of undiagnosed learning and developmental disabilities in underperforming schools. Existing data are biased towards Caucasian children. Behavior intervention strategies should also be researched, specifically those targeted for children that have specific conditions, like autism. This is an integral component of the overall school readiness project.
- Objective 1.4
 - Commissioner Belshé identified objective 1.4 (establishing a network of School Readiness programs in all 58 counties) as clearly a major, if not “the” major policy area for the Commission to which the Commission brings unique assests. Advocacy goes beyond legislation; it could also involve community organizing to advance the issues.
 - Frank Furtek informed the Commission that it must be careful in the manner in which it presents its position on legislation and issues and to whom it presents its position. Mr. Furtek made it clear to the Commission that there are extensive legal considerations when talking about advocacy and that advocacy issues must be addressed on a case by case basis.
 - Chair Reiner used the retention compensation program to probe further into the advocacy issue. Mr. Furtek restated that the Commission, as a state entity, must represent the public and is constrained in terms of what it may or may not do. Mr. Furtek informed the Commission that it would be permissible for the Commission to spend state commission funds to fund

the development of parent advocacy groups to advocate for based issues, e.g., universal preschool or universal health care.

- Commissioner Belshé asked if there is a legal difference between advocating around an issue and advocating around a specific piece of legislation. Mr. Furtek informed the Commission that partisanship is what comes into play when talking about advocacy.
- Commissioner Vismara asked Mr. Furtek if it was fair to assume that if State Commission funds were being used for dissemination of publicly available information and the Commission is supporting groups and entities in that fashion, that the Commission would be acting within the law.
- Jane Henderson added that if an organization the Commission might work with on advocacy has a political agenda, legal questions may arise.
- Chair Reiner suggested partnerships between the State Commission and local counties to encourage CBO activity around advocacy.
- Commissioner Gutierrez asked if it was permissible for the Commission to fund a coalition of state wide organizations to support universal preschool. Mr. Furtek informed the Commission that the idea sounds fine on the surface, but that he would have to consider the details to make a final determination.
- Mr. Furtek read the following on the topic of advocacy. “The democratic process is that the government may not take sides. The importance of such impartiality has been recognized by the courts across the nation. The government must, if possible, avoid any action that frustrates the free and clear choice of the voters.”
- Objective 1.5
 - Commissioner Belshé emphasized the need to determine where the state Commission dollars would be most effective.
 - The Commissioners discussed whether they have enough money to make a significant contribution to the development of universal access to preschool. Jane Henderson said that she is currently working closely with the Packard Foundation and the Pew Charitable Trusts to discuss how to maximize the value of their individual contributions to this effort. CCFC has a contract with AIR to develop a tool kit for use locally by County Commissions and others pursuing this strategy. She pointed out that CCFC also has the capacity to serve as a convener and to support learning opportunities, as it is doing in the Universal Preschool Summit prior to the state conference in April.
 - Chair Reiner suggested the need for a county level analysis of what already exists. Upon identifying what exists the Commission could discuss ways to support these organizations through the county commissions.
 - Jane Henderson informed the Commission that there are monthly meetings with organizations to discuss leveraging opportunities. When the research

subcommittee meets there will a number of issues to discuss with respect to how the Commission best implement universal preschool. Staff has contracted with AIR to develop a preschool for all implantation plan for counties to use at the local level. A full report will be done later in the year.

- Commissioner Gutierrez asked what was being done to make parents more aware of what the Commission is calling school readiness. Jane Henderson stated that one of the major efforts for school readiness is the school readiness media launch. There has been a lot of earned media, publicity in the form of news stories and reports on universal preschool. Ben Austin informed the Commission that the logistics for the school readiness media launch are still being worked out. Staff is working to develop a long term public awareness strategy. The two main issues have been identified through research as universal health care and universal preschool.

- Objective 2.1

- Commissioner Belshé recommended including outreach and education in the media and public education section. This may lead to getting more children involved in comprehensive systems of care that promote their access to early and ongoing health assessments. The majority of uninsured children in California are eligible for either Healthy Families or Medi-Cal, but are not accessing these programs.
- Commissioner Gutierrez stated that special attention should be given to the Spanish speaking population and to the migrant farm worker population due to the lack of family friendly information available.

- Objective 2.2

- Commissioners Belshé said that in some areas, such as oral health, providing access to health coverage doesn't help because there is a dearth of providers. In this arena, state efforts are needed to monitor licensing policy and other issues that affect supply. She also noted that the asthma initiative, which was begun early in the Commission's life, may largely be addressed by the more encompassing strategy of expanding insurance coverage. Promoting oral health is an area in which significant statutory and regulatory barriers impede access. The Commission should actively monitor legislation and watch for opportunities to lend its voice.
- Commissioner Vismara asked what percentage of employers provides dental care. The number was unavailable.

- Objective 2.3

- Commissioner Gutierrez asked how the Health Linkages program was aligning itself with work around school readiness. Emily Nahat informed the Commission that Health Linkages began well before the Commission launched school readiness. It is in the Health Linkages work plan to move toward supporting school readiness initiative programs. This topic will be

discussed further tomorrow.

- Objective 2.4
 - Commissioner Belshé commented that increasing the access to quality health services for children 0-5 is an area in which the Commission has an opportunity to provide leadership on the broader issue of enrollment and access to comprehensive health care.
- Objective 3.1
 - Improving the quality of and access to parent education serves as advocacy in and of itself.
 - Commissioner Gutierrez stated that particularly in the area of Parent and Community Education, it is important to build in parent engagement and community organizing in relation to every objective. She also suggested that there are many statewide organizations that CCFC could work with in coalition to build an advocacy movement in behalf of children.
- Objective 3.2
 - Implementing and managing a community education program to promote the importance of quality early care and education could shape a grass roots advocacy agenda.
- Objective 4.1
 - Commissioner Belshé asked for a breakout of the amount of county First 5 Commission resources that have been invested in tobacco related activities. Sherry Novick informed the Commission that a funded research project to answer this question is near completion. Commissioner Belshé requested that the report be shared with the Commission as soon as possible.
- Objective 4.2
 - Chair Reiner asked for a status update on the Fresh Start program. Joe Munso stated that it was approved as a one time demonstration project. It will be discussed further tomorrow.
 - Commissioner Gutierrez asked that the discussion on media and advocacy also include a discussion on the formation of alliances with other organizations that are leaders in this area that generate a lot of public trust.

Public Comment

- Kathy Stafford, Yolo County, recommended teaching parents how to be advocates rather than advising them on particular issues. Ms. Stafford suggested that the State Commission could help local commissions to spread the developing best practices through matching funds.
- Alice Burton, California Child Development Corp, made opening remarks for her organization that was to speak on the draft strategic plan goal of improving child care quality through improving training and retention of teachers and providers. The group would also speak on advocacy on behalf of childcare quality and the needs of

children 0-5 years of age.

- Sandra Dennis, California Child Development Corp, expressed gratitude for the CARES program.
- Hillary Bodell, California Child Development Corp, presented \$3,000 thank you cards to the Commission for its contribution to retention and professional development.
- Grace Castro, California Child Development Corp, spoke in support of the development of Spanish and bilingual courses.
- Linda Blong, Sonoma State, encouraged the commission to frame family parent advocacy in terms of training in parent leadership as well as advocacy. The Commission should examine current programs that provide parent leadership training. Ms. Blong also commented on the special needs component of the strategic plan, specifically, the consideration of a research agenda that looks at outcomes for children with disabilities or who are at risk. The research could determine more accurately those who need services which may ultimately lead to better application of resources and better served children and families.
- Evelyn Martinez, First 5 Los Angeles, urged the Commission to consider a matching program around universal preschool as a way to encourage all of the counties participate. She stated that even a relatively small matching fund would encourage counties to think about pursuing a universal preschool strategy. Counties currently planning for universal preschool access could offer technical assistance to others just beginning the process.
- Karen Blinstrub recommended that the Commission look at how successful civic engagement and the results for children's initiatives have been. In Santa Clara County over 1000 parents are actively involved in bringing forth the message and advocating what they believe. Ms. Blinstrub spoke in support of research for children with disabilities and other special needs. The research should verify that the current diagnostic centers are accurately diagnosing children and determine who is being diagnosed and the effects of accurate diagnoses on those children. Ms. Blinstrub spoke in support of universal preschool. Many foundations in California have made universal preschool a major item on their agenda due in large part to the work of the Commission. She suggested that the term "universal preschool" is confusing to people who perceive it as part of the school system. It is important to recognize that it is really universal early childhood education, which can take place in other venues as well.
- Donita Stromgren, California Childcare Resource and Referral Network, regarding Parent Voices, stated that her organization would be happy to share some of the lessons learned in terms of working and developing the components that made that advocacy group functional and successful. Ms. Stromgren noted that UC Berkeley has done some work with funding from the Packard Foundation to look at some of the demographics around the childcare work force. Additional funds have been received to expand that to include family childcare and center based care. Ms. Stromgren stated that any leveraging of those funds that the Commission could put forward in terms of looking further at how to provide for training and retention of the childcare

work force would be beneficial for the field in general.

- Kathy Brumley, California Association for the Education of Young Children, expressed concern over the deletion of the accreditation and literacy projects from the budget. Ms. Brumley spoke in support of universal preschool. Ms. Brumly stressed the importance of the early literacy and accreditation projects. Early literacy has touched over 250,000 children so far. The accreditation project has touched 34,000 children. The maintenance of an accredited quality program does not last during the second re-accreditation cycle if there is not some funding behind it. Both programs are in 52 of the 58 counties.

Chair Reiner recognized Gloria Bryngelson, Executive Director of the San Diego Commission, for her service with First 5 as she is retiring.

Agenda Item 10 – Adjourn Day One – Planning Session

- The meeting adjourned at 3:15pm

Friday, February 21, 2003

Agenda Item 1 -- Call to Order.

- The meeting was called to order by Commissioner Belshé at 9:15 a.m.

Agenda Item 2 -- Roll Call.

- Present were Commissioners Kim Belshé, Louis Vismara, Sandra Gutierrez, Ex-Officio – Genie Chough, Elizabeth Rice Grossman and Chair Reiner.

Agenda Item 3 – Open Day Two of Planning Session

- Joe Munso presented brief opening remarks on the plan for the day.

Agenda Item 4 – Current Strategies Scheduled to End by Early 2004

- **Matching Funds for Retention Incentives for Early Care and Education Providers** (Emily Nahat)

This strategy serves Objective: 1.2

- Improve the quality of care giving through training, development and retention.
- Improves the quality of early care and education by providing incentives for staff retention and professional development.

- Original term of project:
 - July 1, 2000 – June 30, 2003
- Proposed term of project:
 - July 1, 2003 – June 30, 2005
- Amount Invested:
 - Approximate total investment in project from July 2000 – June 2003: \$74 million
 - County First 5: \$50 million
 - Total Local: \$57.4 million
 - First 5 California: \$16.6 million
- Amount Proposed/Requested:
 - \$19 million total for 2 years
- Description of Strategy
 - This initiative aims to improve the quality of early care and education programs by addressing high staff turnover in the field. First 5 California provided matching funds to participating county commissions to support local programs addressing retention of family child care providers and center based teaching staff and directors by providing incentives for qualified staff to stay in the field and improve their education and professional development. The majority of counties are utilizing CARES (Compensation and Retention Encourage Stability) or CARES based programs. CARES is a stipend system in which monetary rewards are provided to early care and education (ECE) staff and family child care providers based on their education levels and continued commitment to their professional development. Their eligibility for receiving funds the following year depends on continuation of their education or professional development. One county is implementing a benefits package rather than stipends and three counties are awarding a flat rate based on attending a specific number of hours of training in a year or obtaining a specific number of units in a year. This initiative is a pilot project and is scheduled to end in June 2003.
- Staff Recommendations
 - Staff recommends continuation. Counties could roll over funds not used during the previous time period and also could request additional matching funds for the extended time period. Create some minor modifications to the program through the Request for Funds as some adaptations may be useful based on preliminary results from the research and more recent State Commission priorities (e.g., School Readiness Initiative communities). Some of the funding may be required for on-going training of program staff overseeing county retention incentive programs, (e.g., to continue database training and other support previously provided by the David and Lucile Packard Foundation).

Discussion:

- Commissioner Belshé asked for information on what the PACE evaluation would be telling the Commission. Emily Nahat informed the Commission that staff felt it was important to have more time to look at the retention factor. A considerable amount of information already exists on training. There will also be more information about how a particular retention strategy should be implemented to maximize effectiveness. Commissioner Belshé asked why staff recommended \$19M when the numbers only add up to \$16.5M. Emily Nahat informed the Commission that there are counties that have not been participating but have expressed interest in doing so. Also, there may be additional funding required for continued data collection and technical support due to a loss of support from the Packard Foundation. Commissioner Belshe asked if staff believes that counties are prepared to continue their investment in this project as a priority area. Emily Nahat informed the Commission that her discussions with counties suggest that that is the case.
- Commissioner Vismara noted that there seemed to be eligible and qualified individuals who were not funded. Emily Nahat informed the Commission that the outreach may not have reached the providers, in some cases they do not meet the minimum training requirements, in some cases the counties had more applications than they could fund. Commissioner Vismara asked if there was sufficient funding to address the issue of disparity between the number of center based child care providers verses family based. Commissioner Vismara asked if there would be data to inform the Commission as to whether or not this program will encourage family based providers to continue to provide service. Emily Nahat informed the Commission that there will be data to inform on retention for family care providers. There is a difference in training requirements between family based and center based care. Commissioner Vismara asked if the funding would be for the training of new participants or continuing education of existing participants. Emily Nahat informed the Commission that it would be a combination of the two.
- Commissioner Gutierrez suggested the program would be strengthened by giving funding priority to providers that are functioning in school readiness areas. Currently, almost all eligible parties who have applied are being funded. Commissioner Gutierrez noted that more outreach would be helpful.
- The Commission approved continued funding for two years (7/1/03 – 6/30/05) at \$19 million. Staff reported that an analysis of participating providers showed that they are predominately not in school readiness communities in some counties and suggested that as the program continues, it should be targeted more specifically to those neighborhoods. This may involve providing technical assistance to counties on outreach and ways to remove barriers to participation by family day care providers. Other modifications will also be considered through consultation with County Commissions and Commissioner Gutierrez, before a more specific proposal is brought back to the Commission in the spring.

Child Development Permit Project (Emily Nahat)

- Objective:
 - Improve the quality of caregiving through training, development and retention.
 - Supports professional development of early care and education staff by paying permit fees to obtain and renew Child Development Permits.
- Original term of project:
 - May 1, 2002 – June 30, 2003
- Proposed term of project if approved to continue:
 - July 1, 2003 – June 30, 2005
- Amount invested:
 - \$442,000
- Amount proposed/requested:
 - \$1 million total for 2 years
- Description of strategy:
 - This project aims to support the professional development of early care and education staff by paying the Child Development Permit application and fingerprint processing fees required to obtain a Child Development Permit from the California Commission on Teacher Credentialing. This project will pay the fees for approximately 3,000 first-time, renewal, and/or upgrade permit applications. Priority will be given to individuals participating in retention incentive programs supported by the CCFC and in the CCFC Training and Retaining Initiative and to those applying for the three higher- level permits (Master Teacher, Site Supervisor, and Program Director).
- Staff recommendation:
 - Staff recommends continuation. This project supports the professional development of staff and providers involved in county level CARES and retention/professional development programs.

Discussion:

- Commissioner Gutierrez asked if the served areas are near low performing schools. That information was not available. Emily Nahat stated that staff would seek that information.
- Commissioner Belshé asked how it was initially determined that the fees were a barrier. It is not obvious that the fees are indeed a barrier. That information was not available.

- Commissioner Vismara emphasized the importance of linkage to the overall school readiness initiative.
- The Commission approved continued funding for two years (7/1/03 – 6/30/05) at \$1 million total.

Technical Assistance for School Readiness Programs

(Roberta Peck)

The project serves Objective: 1.4

- Establish a network of school readiness programs and centers in all 58 Counties. The current School Readiness Interagency Agreement with UCLA's Center for Healthier Children, Families, and Communities provides technical assistance to support the launch of School Readiness Programs. The primary objectives are to:
 - Support a unified vision for School Readiness Programs statewide.
 - Promote research based and promising practices across all five 'Essential and Coordinated Elements.'
 - Integrate the Equity Principles in all aspects of School Readiness Program training.
 - Meet county needs to build local capacity for developing effective School Readiness Programs.
- Original term of project:
 - January 2002 – January 2003 with contract extension in process to December 2003
- Amount invested:
 - \$1,350,000 total for two years
- Proposed term of project if approved to continue:
 - 3-Year Contract (approximately 2004- December 2006)
- Amount proposed/requested:
 - Approximately \$1,250,000 per year (2.5% of First 5 CCFC School Readiness Initiative annual allocation)
- Description of strategy:
 - The technical assistance strategies for the School Readiness Initiative will be developed during the 2003 year and discussed with the First 5 CCFC and CCAFA.
- Staff recommendation:
 - Pursue the development of a long-term training/technical assistance strategy to support the continuous improvement and sustainability of the First 5 School Readiness Initiative. The State Commission has made a sizeable investment in the School Readiness local programs and the evaluation of those programs. As the initiative matures and additional promising and effective practices emerge, it will be advantageous to

promote selected program strategies and standards and to provide training and a learning network around those practices and other important emerging issues. Furthermore, the contractor(s) would assist in coordinating Regional Technical Assistance, Focus Area training, and other training and technical assistance activities in support of the School Readiness Initiative. Staff recommends starting with a three-year funding commitment to allow for continuity of services by a well-qualified staff.

Discussion:

- Commissioner Belshé asked if the funding increase is driven mainly by the development of an expanded delivery system. Roberta Peck informed the Commission that that was the case and that there is also a need to determine whether or not there exists a need for additional direct technical assistance.
- Chair Reiner asked if there was an inherent flexibility in the technical assistance to account for difference between counties. Ms. Peck informed the Commission that there is an ongoing Technical Assistance School Readiness Committee with representatives from CCAFA and the Advisory Committee on Diversity that can identify those differences and develop appropriate strategies.
- Chair Reiner noted that eventually it would be expected that this funding need would naturally diminish in the future. Ms. Peck concurred.
- Commissioner Vismara asked how efficacy and county satisfaction were being measured. Roberta Peck informed the Commission that over the past year UCLA has done evaluations at the end of each of the regional meetings and list-serve surveys. Next year there will be a follow up process to determine whether or not the tool kits are being used and how they might be modified to be more effective. Commissioner Vismara inquired as to when the Commission could expect a report. Ms. Peck informed the Commission that an evaluation report would probably be available in the Fall.
- The Commission approved continued funding for three years (1/04 – 12/06) at approximately \$1.2 million per year. Staff recommended the scope of the TA be expanded to include direct assistance to providers, networking of school readiness programs, and dissemination of best practices as sites gain further experience.

California Health Interview Survey (CHIS) 2003 (Patricia Skelton)

- Objective:
 - CHIS 2003 is a comprehensive population-based survey that sheds light on family, school/peer, and individual factors associated with young children's health and development. CHIS collects data on indicators of health outcomes (to include an expanded oral health section), health access, health and developmental risks (to include childcare, children with disabilities/special needs and social/emotional), and health promoting behaviors that are associated with differences in the economic characteristics of the child's family, ethnicity, place of residence and where relevant to characteristics like insurance coverage. The study report

will identify disparities across population groups that are attributable to differences in these characteristics, attempt to interpret what those disparities mean in relationship to a child's health, developmental trajectory, and prospects for school readiness. In addition, several questions can be added about the receipt and use of the Kit for New Parents. This data can then be analyzed across a whole range of indicators.

- Original term of project:
 - 7/1/2000-6/30/2002
- Proposed term of project if approved for continuation:
 - 7/1/2003- 6/30/2005
- Amount invested:
 - \$2,000,000
- Amount proposed/requested:
 - \$2,200,000
- Description of strategy:
 - Survey of approximately 7,000 parents/primary caregivers of children 0 to 5 years old.
- Staff recommendation:
 - Recommend funding either as a continuation of the CHIS 2001 project or new project funding from the 5 million dollar research fund.

Discussion:

- Chair Reiner recommended that questions designed around the kit should be developed in conjunction with UC Berkeley.
- Commissioner Belshé asked what the Commission received in the form of useful data from the work funded last year. Patricia Skelton informed the Commission that staff received the data base a few weeks ago and is currently examining that data. Joe Munso informed the Commission that the delay in the receipt of the data is due to some contractual issues and the fact that the Commission is not the sole funding source for this research and as such was in a cue for receipt of the data.
- Ex-Officio Commissioner Chough noted that the first report that came out was statistically more powerful than anything the Department of Health Services produced. There was a lot of information specific to children 0-5 years of age. It may be simply a matter of packaging the existing data to our specific needs.
- Commissioner Vismara asked staff to demonstrate to the Commission how the data will be used.
- Jane Henderson stated that when CHIS first presented the Commission with this opportunity they were very open to and were soliciting the Commission's recommendations on what information the Commission wanted them to gather. At the time, there was insufficient staffing to produce a sophisticated research design. There is now sufficient staffing to tailor the research questions to the

programs in which the Commission is investing.

Public Comment

- Renatta Cooper, Commissioner, First 5 Los Angeles, spoke on the school readiness initiative. Staff at First 5 Los Angeles estimates that it takes 6-12 months to prepare a proposal. Ms. Cooper informed the Commission that several representatives of community-based organizations (CBOs) applying for funding were brought to tears over the difficulty of the application process. First 5 Los Angeles now provides \$50,000 in start up funds to those applying for school readiness funding. The application process seems to be most difficult for CBOs. Ms. Cooper asked the Commission to examine the school readiness application process and determine why it is so difficult to obtain funding. In response to Chair Reiner's question, Ms. Cooper informed the Commission that First 5 Los Angeles has 6 school readiness centers presently. Chair Reiner asked if this problem is statewide or specific to Los Angeles. A discussion followed that suggested that the problem could be specific to Los Angeles, perhaps due to its size and that CBOs need assistance in the application process. Commissioner Gutierrez asked Renatta Cooper what recommendations Los Angeles County has that would make the process friendlier to CBOs. Ms. Cooper informed the Commission that Los Angeles County has assigned staff to do intensive one-on-one assistance with organizations that are applying. She stated that shifting criteria from the State created problems for the CBOs, (e.g., questions on the application were changed) and that T.A should target CBOs. Chair Reiner stated that the school system must be involved in this process otherwise there is no chance of developing a system that could be funded by other sources in the future. Commissioner Vismara suggested to Renatta Cooper that she go through the application process so that she may better inform the Commission on the process. Jane Henderson explained that the school readiness application had not changed, but threshold questions were developed in response to issues in earlier applications. As an example there was an application for expansion of infrastructure without a delineation of any new services provided for children 0-5. The application clarification spelled out the Proposition 10 law. Ms. Henderson assured the Commission that the corner has been turned for the First 5 Los Angeles Commission. Chair Reiner emphasized that the goal is to integrate the school readiness programs into the K-12 system in a way that ensures that they will remain after Proposition 10 funding has been depleted.
- Karen Blinstrub, Santa Clara County, stated that the changes made to the school readiness applications were not made by the State Commission but rather by many County Commissions contributing to the process. The changes were minor in nature and most often intended as a means of facilitating the process for counties. Ms. Blinstrub expressed concern about CHIS. Ms. Blinstrub stated that CHIS's research areas have already been funded by others to obtain the same information. That money could be better spent elsewhere.

- Donna Beveridge, San Bernardino County, stated that with 99 eligible schools the school readiness application process from first-hand experience. Ms. Beveridge also recognized the willingness of the State Commission staff to provide technical assistance. Ms. Beveridge suggested that the difficulties experienced by Los Angeles could be due to the competitive RFP process previously employed by the county. Ms. Beveridge spoke in support of the Child Development Permit project as a community college teacher of these students.
- Mike Ruane made the following observations in regard to CHIS. When measured against direct services and other important funding proposals, CHIS would be better viewed as a research investment rather than a direct service. This data is important for oral health. This information can be used to compare across counties.
- Pat Wheatley, Santa Barbara, encouraged the Commission to look at the integration and coordination of the different technical assistance that is in place and to build infrastructure to maximize utilization.
- Staff recommended one more year of funding at \$2.2 million to include questions relevant to First 5 in a larger survey of approximately 7000 parents and primary caregivers of children 0 to 5. Staff suggested that important information could be gleaned through questions related to oral health, social and emotional development of children, child care usage, and the impact of the Kit for New parents. Several County Commission representatives expressed a concern that this funding is competing with program funds and perhaps the item would more appropriately be considered in the context of CCFC's research budget. The Commission did not take action on this item.

Early Steps to Reading Success (Emily Nahat)

This program serves Objective: 1.1

- Increase early literacy- Provide high-quality, developmentally and culturally appropriate professional development in early literacy to early childhood educators who serve children, ages birth to 5 who are most at risk for later school failure.
- Original term of project:
 - July 1, 2000 – June 30, 2003
- Amount invested:
 - \$15,000,000
- Description of Strategy:
 - CCFC through its partnership with the UC Office of the President (UCOP) and the California Association for the Education of Young Children (CAEYC) funded the installation of satellites statewide to broadcast the live production of HeadsUp! Reading (HUR), a course developed by the National Head Start organization. Funds were approved to continue program development and outreach to increase course participants to approximately 7500 teachers/providers and 75,000 parents. Funding also

provided for the live simultaneous translation into Spanish of the HeadsUp! Reading course and training materials. Stipends were given to teachers who completed the course work and also provided an early literacy parent workshop. Parents who participated in the workshops received 2 books for use at home. The program also expanded UC's Reading Professional Development Institutes developed as part of the Governor's Reading Initiative to include early childhood educators, focusing on teachers of four-year-old children.

- Staff recommendation:
 - Do not continue beyond current funding. While early literacy is one of the State Commission's strategic objectives, and this project reached a large number of providers and parents, there are numerous reasons for not continuing ESRS beyond the current contract amount and workplan. First year evaluation results show that 73% of the participants did not watch the broadcast live, but instead watched a taped version of the broadcast. Broadcast (which allows for interactive participation), time was 7:00 p.m. Eastern Standard Time, which was not convenient for California providers. Additionally, the National Head Start Association has still not confirmed whether HeadsUp! Reading will be broadcast beyond 6/03, the contract end date. Furthermore, UCOP's budget has been cut for professional development projects; therefore, UCOP will no longer be providing Professional Development Institutes or funding program evaluation--two components of the current contract. Currently, the CCFC is funding several initiatives that address improved quality for early care and education but they need to better integrate with the School Readiness Initiative. Future funding should combine all quality ECE projects under a comprehensive approach that coordinates all efforts in this area around the School Readiness Initiative.

Discussion:

- Chair Reiner inquired as to when the Commission will know whether or not Head Start will continue to produce this program. Emily Nahat stated that staff had not received an answer to that question.
- Commissioner Gutierrez asked what types of progress reports staff was receiving. Ms. Nahat informed the Commission that staff received regular progress reports over the 3 years. Chair Reiner stated that the issue of when the program aired was irrelevant given the fact that people watched it on tape. Commissioner Gutierrez made note of the need for mechanisms to deal with these types of problems with grantees.
- Betsy Hiteschew spoke in support of the Early Literacy program and recommended that the program be reconfigured and integrated with today's realities. Chairman Reiner asked about the continuation of the program through Headstart. Ms. Hiteschew believed Headstart would continue to be involved in

the project, but if they did not there is another organization that is willing to offer the program. Ms. Hiteschew stated that the satellite dish infrastructure can also be used for pre-kindergarten guidelines training and for accreditation.

Commissioner Belshé asked about the implications of UC withdrawal surrounding professional development institutes. Ms. Hiteschew stated that that money is gone and that it had been eliminated from the Governor's budget as of the 1st of July. Commissioner Vismara asked for details on how this program might be reconfigured and integrated into the school readiness proposal, as well as some of the focus areas, e.g., disabilities and special needs. Emily Nahat informed the Commission that staff received the proposal and that it would have involved a separate RFP process for a separate literacy process. Ms. Nahat stated that the incorporation of the program into school readiness will be discussed later in the meeting. Ms. Hiteschew invited the State Commission to attend a CAEYC reception to see some of the benefits of this project. Ms. Hiteschew informed the Commission that she would make it a priority to report back to the Commission on the status of Headstart with respect to this project.

- By taking no action, the Commission provided no new funding to these programs.
- The Early Steps program included installation of satellite dishes at locations statewide. Pat Wheatley, Chair of the CCAFA TA Committee recommended that these dishes be made available for technical assistance purposes.

Accreditation of Child Care Centers and Family Child Care Homes

(Emily Nahat)

This program serves Objective:

- 1.2 Improve the quality of care giving through training, development and retention.
- Original term of project:
 - November 1, 2000 – December 31, 2003
- Amount invested:
 - \$8 million CCFC funds plus \$5 million in General Fund allocated to CDE. (\$10 million to accredit child care centers and \$3 million to accredit family child care homes)
- Description of strategy:
 - In partnership with the California Department of Education (CDE) \$13 million in funds are available to offer stipends and incentives to 370 child care centers and approximately 900 family child care providers to become accredited. Funds will also be available to reimburse providers/centers for all costs associated with the accreditation process including substitute pay. The child care and development centers and family child care providers were selected based on proximity to low performing schools; a commitment to serving children with special needs; providers who serve non-English speaking children and families, and infants and toddlers; and those providers who operate during non-traditional hours.

- Staff recommendation:
 - Do not continue the project in its present configuration beyond current funding. Site accreditation is a valuable tool for advancing the State Commission's School Readiness vision and some counties are using site accreditation as a quality strategy (site accreditation is recommended in the Master Plan for Education). This particular project, however, was funded as a one-time partnership effort for which CCFC matched a State General Fund program administered by CDE. CCFC's funds both expanded the number of centers to receive accreditation support and provided for accreditation support to family child care homes. While staff knows that the subcontractor, CAEYC, is providing intensive support to 300 centers and 900 licensed family child care homes, the first program evaluation results will not be available until Spring 2004. Furthermore, with the Governor's proposed realignment plan for child care and development programs, it is not clear whether CDE staff would be available to administer a contract expanding this program. Continuation of this project would probably require a request for proposals or a sole source contract and more CCFC staff time for contract administration and oversight. Currently, CCFC is funding several initiatives that address improved quality for early care and education but they need to better integrate with the School Readiness Initiative. Future funding should combine all quality ECE projects under a comprehensive approach that coordinates all efforts in this area around the School Readiness Initiative.

Discussion:

- Jane Henderson stated that both this project and the prior project have been enormously successful. It may be confusing to some that staff is recommending the cessation of funding from the Commission. It should be noted that the infrastructure upon which both programs were built has largely fallen apart, partly due to the budget situation. The attainment of the objectives of these programs may be realized through other Commission programs and will be discussed further. Emily Nahat informed the Commission that 52 counties are participating in the program.

Make Yours a Fresh Start Family Demonstration Project (Emily Nahat)

This program serves Objective: 4.2

- Increase tobacco cessation services to pregnant women, parent and caregivers. This 20-month demonstration project is a smoking cessation program specifically designed and targeted to pregnant smokers and smoking parents of young children that uses evidence-based health care provider counseling sessions.

- Original term of project:
 - September 1, 2001 through April 30, 2003 (may be extended to December 2003 as a no-cost extension).
- Amount invested:
 - \$574,962
- Description of strategy:
 - Build capacity in seven counties to implement the MYFSF Demonstration Program
 - Train Health Care Providers
 - Expand relations with community groups serving high-risk women
 - Conduct evaluation
- Staff Recommendation:
 - The project was approved as a Demonstration Project, one time funding only. Staff recommends no additional funding. Findings from the project will be shared with County Commissions for their use in determining if this is a strategy they wish to fund locally.

Discussion:

- Commissioner Vismara asked for confirmation on the number of health care workers that were targeted and for the reason there exists a disparity between that number and the number of workers trained. Emily Nahat confirmed that there were 1500 workers targeted and that 600 were trained to date. The disparity exists due to many contract issues with this project in the beginning.

Training and Retaining Early Care and Education Providers (Emily Nahat)

This project serves Objective: 1.2

- Improve the quality of care giving through training, development and retention.
- Recruit and train more individuals into the early care and education field. Increase the number of providers working with underserved populations.
- Original term of project:
 - March 1, 2000 through October 31, 2003
- Proposed term of project:
 - Project ends October 31, 2003
- Amount Invested:
 - \$7.4 million (six training models and evaluation)
- Description of strategy:
 - This initiative consists of two components. The first part funds six training models, located throughout California. PACE's charge is to evaluate these projects to discern their relative effectiveness over time. Although the training projects differ in program design, they all aim to:

- Recruit more individuals into the early care and education (ECE) field;
 - Increase the graduation rate from quality training programs;
 - Boost the retention of qualified providers in order to stabilize the child-care workforce
 - Increase the number of teachers or providers working with underserved populations, including children whose primary language is not English, infants, and children with disabilities and other special needs, in regions of the state with particularly scarce supplies of licensed child-care programs.
- In a second component, PACE is working in three Bay Area counties to evaluate efforts to retain and increase the training levels of early care and education staff, using both qualitative assessment of programs and quantitative measurements of effects on participant professional development and retention rates. Using a comparison county, PACE will assess child-care retention incentive programs. The PACE evaluation of both components will inform recommendations about how to construct a stronger regional or statewide system of training and retention.
- Staff Recommendation:
 - Do not continue beyond current funding. The evaluation of the Bay Area compensation and retention incentives strategies (funded in this contract) is now continued, in part, through the larger evaluation of the Matching Funds for Retention Incentives Project. The other component of this contract, the six Training Model programs, produced worthwhile results in training participants and to some degree in recruiting new trainees in underserved areas for the early childhood development field. Evaluation findings will provide some insight into program elements that foster recruitment, training and retention. At this point, staff recommends accomplishing this work through the Matching Funds for Retention Incentives Project and the School Readiness Initiative. Future funding to address improved quality for early care and education should combine all quality ECE projects under a comprehensive approach that coordinates all efforts in this area around the School Readiness Initiative.

Discussion:

- Ex- Officio Commissioner Chough asked staff to clarify the difference between current investments scheduled to end and investments recommend for discontinuation. Joe Munso informed her that the lists were divided based on the different funding periods of the projects and the degree to which the Commission had been clear on limiting the approval of funding.

Public Comment

- Kathy Brumley, CAEYC, emphasized the last line of staff recommendations that future funding should combine all quality ECE projects under a comprehensive approach. Ms. Brumley expressed concern that the momentum of the projects is at risk of diminishing if the transition is not managed carefully.
- Pat Wheatley, Santa Barbara, commented on the investment of satellite dishes in the Early Steps to Reading Success project. Access is a key issue in the 58 counties. Technical assistance could benefit using this type of technology.

Action by Commission:

The Commission voted unanimously to approve the following:

- **Matching Funds for Retention Incentives for Early Care and Education Providers, \$19 million**
 - Commissioner Gutierrez asked how the Commission will handle the issue of modifying the CARES initiative to give priority to providers in areas that serve low performing schools. Commissioner Belshé stated that issue point and all other input provided by the Commission on these initiatives should be used by staff to inform their thinking on what continued support would look like.
- **Child Development Permit Project, \$1 million**
- **Technical Assistance for School Readiness Programs, \$3.8 million**

Agenda Item 5 – Future investment opportunities

- Following up on the Commission’s request made during the January 16 Commission meeting to look at a role First 5 could play in mitigating the effects of the state budget deficit on young children and their families, Chief Deputy Director Joe Munso presented several options for discussion:
 - Unexpended funds (\$14.5 million) from the State Commission’s “Administration” account could be used to assist with state programs that further the goals of Proposition 10, as long as they are not used to supplant existing funding or service levels currently funded with General Fund dollars.
 - New initiatives (in a funding amount of \$60 million total over three years, which could be matched by county commissions) were also discussed:
 - Preschool for All (Universal Preschool)
 - Universal Health Access
 - School Readiness Enhancements

- These are programs that would help mitigate the effects of the potential reductions to services for young children and their families and would clearly not be supplanting current General Fund dollars.
- On the subject of 211, Joe Munso informed the Commission that counties have presented a proposal to play an active role in the development of the 211 system. Staff recommended no funding be provided by the State Commission.
- The Packard ABCD proposal that Packard has with a number of funding partners to look at the issue of child care facilities, specifically increasing the availability of facilities. Staff supports the concept and recommends that \$3 million be set aside over three years, at this point. This plan will come back before the Commission. The money would be used primarily for the technical assistance component at the community level. The overall program is talking about a \$72M proposal, of which a large amount will go into a loan pool that will help finance the construction of child care facilities. The foundation anticipates the creation of 15,000 new child care slots.
- The Family Support Funders Group is an initiative being developed, in conjunction with a number of public and private funders, which is attempting to address the question of how to support family resource centers and how to create more public support for those centers. Staff has been increasingly focusing on the role of family resource centers in terms of helping families achieve economic self sufficiency. Staff recommended no funding but that the Commission provide in-kind services to assist this project.

Discussion:

- Chair Reiner asked staff for an indication of what kind of ‘cushion’ \$14M provides the Commission. Joe Munso informed the Commission that with an appropriate increase in staffing there would still be an accruing annual surplus in the administrative account for the next few years. Chair Reiner identified the school readiness initiative by way of health care and preschool as a focus area for these funds. Chair Reiner added that the money could be used to incentivize county participation in these programs.
- Commissioner Belshé cautioned against what she called the “blank check” approach, whereby the Legislature sees the \$14M simply as funds at its disposal without regard to the State Commission’s objectives. The Commission should be in greater control of the funds so that the use is clearly consistent with the Commission’s priorities and informed by the input from the Commission’s county partners. Commissioner Belshé cautioned against losing sight of the ‘goodwill’ aspect of this opportunity.
- Jane Henderson suggested that funding outreach for healthy families could be one appropriate use of these funds. This funding has been eliminated from the budget. Commissioner Belshé noted that this is a priority for the Governor and the Commission could present it in conjunction with additional strategies being developed in partnership with local commissions.

- Commissioner Gutierrez echoed the comments of the above Commissioners, stating that the approach should be more controlled and directed to one of the Commission's priority areas. The undesired consequence to the other approach is the possibility that counties may look to local commissions to help offset their budget crises. Commissioner Gutierrez stated that, in light of the realignment of child care, the Commission should keep an open mind as to what role the Commission could play.
- Commissioner Vismara stated that he has grave concerns about any offer of supplementing the general fund.
- Commissioners Belshé and Vismara agreed that supporting outreach and education around health insurance would be an appropriate use of the funds as long as it is done under the banner of First 5 California.
- Chair Reiner asked if there was sufficient funding to do both universal healthcare and universal preschool. Joe Munso explained that it would depend on the level of county matching funds. Counties are already spending matching dollars. Joe Munso stated that if the Commission wanted to consider universal health care funding that it may want to consider a 3 year funding period. Chair Reiner wanted assurances that there would be large county involvement/interest.
- Commissioner Belshé asked if counties were ready to proceed at this point in terms of either health care or preschool. Commissioner Belshé asked how far the Commission funds could reach. Individual counties were expected to address this question later.
- Chair Reiner stated that if he must choose between health care and preschool, he would have to choose preschool, but would need to have county level information before he could reach a decision. It may be that some counties would be able to pursue health care and other able to pursue preschool.
- Joe Munso stated that staff would sit down with the county partners and explore the opportunities surrounding both health care and preschool.
- Commissioner Gutierrez asked for an update on the 211 program. Joe Munso informed the Commission that it is a priority of the Association in terms of Commission involvement. The proposal is to provide some seed funding to counties to make sure that local Commissions can play an important role in the development of the 211 program.
- Chair Reiner noted that the Association had raised the issue of minimum allocation. The Commission has talked about weaning the counties off of that funding. Chair Reiner suggested considering a method by which it could be folded into the universal health care or universal preschool initiative. Joe Munso explained that the counties would have to be interested in doing that with matching funds. Commissioner Belshé stated that the Commission expects the Association to come before the Commission and be heard on this issue. Sherry Novick informed the Commission that there are many options to consider when proceeding with this issue.

- Pat Wheatley informed the Commission that 211 was passed unanimously by the PUC and will be rolled out immediately. There have been some pilot counties that have been working on implementation plans and will be the first to roll out. Ms. Wheatley noted that 211 could provide opportunities for expanding the knowledge base of communities and families in all languages and diversities.

Public Comment:

- Sherry Novick informed the Commission that there are counties that are deeply invested in both strategies.
- Mark Friedman stated that the \$60M is not sufficient to implement either one of these programs statewide, but that it could fund pockets in the state to demonstrate how it could be done, how valuable it is to do it and how much it costs. All of this would be in a school readiness context. Mr. Friedman recommended proceeding with both of these programs. Mark Friedman commented that Los Angeles County could not provide universal preschool with their \$100M budget. Chair Reiner disagreed and stated that they will do it for all 4 year olds.
- Mike Ruane stated that his county and some others would be ready to act quickly to work with the State Commission on this issue. Mr. Ruane stated that there will be a major infrastructure change in kindergarten in the near future given the condition of the State budget and that his commission is taking steps to be prepared for that change.
- Renatta Cooper recommended that Commission begin to develop creative strategies to address the ambivalence that families have for group care of our youngest children.
- Nora Benavides, National Farm Workers Service Center, spoke briefly about the work of NFWSC. The Center is launching 3 key initiatives this year. One is accessibility to health care for the working poor, for farm workers and immigrant families. The Center is entering into an agreement with the California Endowment and the California Wellness Foundation to provide health insurance to migrant farm worker families and the working poor, both in California and around the nation. The center has a community-organizing component called LUPE that targets migrant farm workers and families throughout the state of California. The parents made it a point this year that the Center makes a priority of early childhood development and higher education. The Center has a retirement plan and a medical plan for farm workers and would like to collaborate further with the State.
- Commissioner Gutierrez stated that the above comments support the idea that there is a need for the Commission to have a convening role with other foundations and to include also family foundations that may not be on record on either of these issues. Jane Henderson stated that staff has been working on developing this through partnerships with foundations on both universal preschool and family support. Staff has been also been working with the California

Endowment.

- Chair Reiner asked for some examples of school readiness enhancements. Joe Munso cited early literacy and a focus on improving the quality of child care and development as examples.
- Chair Reiner directed staff to investigate possibilities for keeping the early literacy project going, either through integrating it into the school readiness program or in some other way. However, he stated that the Commission did not have \$ 5 million to do this.

Agenda Item 6 – Summary and Next Steps for Strategic Plan Development

- Commission staff will continue to refine the Draft Strategic Plan and will present the final Plan for Commission approval at the July meeting.

Agenda Item 7 – Commission Meeting Calendar for 2003 and 2004

- Following the spirit of the Budget Letter from the Department of Finance that all boards, commissions and advisory committees reduce their meeting schedule to one meeting per year, staff presented a propose reduced meeting calendar for the remainder of Calendar year 2003 and a proposed reduced schedule for Calendar year 2004. For 2003, meetings were proposed to be held in March, July, and October. For 2004, meetings were proposed for January, May, July, and October. A brief discussion of obstacles followed and staff was directed to come back before the Commission with their best thinking in March.
- Commissioner Gutierrez directed staff to make a presentation on the issue of child care realignment at the March meeting.

Agenda Item 8 – The Meeting was adjourned at 12:25pm